



ADDENDUM #1
Office of the County Administrator
County Publication and Resource Guide
RFP # 7491-23

August 4, 2023

The attached addendum supersedes the original Information and Specifications regarding RFP # 7491-23 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

Please note: BIDS will only be accepted electronically by emailing purchasing@bouldercounty.gov.

1. Question: Do you have a quantity in mind for how many you want printed?

ANSWER: This will depend on a number of factors, including identified need. Please plan to price this at a number of levels: 500; 1,000; 2,500; 5,000

2. Question: Do you have an idea of the information you want included to give an estimated page count?

ANSWER: Ideally, the magazine/resource guide would include information across as much of what the county does as possible. Potentially, this would involve focusing on “buckets” of services, such as health care, housing, food assistance, early childhood supports, land use/permitting, Parks and Open Space, etc. We would think no more than 70 pages including the resource guide section. This is an estimate, and actual length will depend on identified need and opportunities, input provided by stakeholders, and recommendations of the contractor(s).

3. Question: How are you going to distribute? Mail, delivery to one or several locations?

ANSWER: We are seeking recommendations on this from the contractor(s), understanding that we want to ensure we are distributing the information in a range of ways that allow everyone access to it (including people with disabilities and harder-to-reach populations). Estimates for this should include several potential methods of distribution.

4. Question: The communications or marketing firm will project manage the creation of a new, annual county magazine and resource guide, to include leading content collection across county departments in part by facilitating collaborations amongst key county staff."
 - a. Do you have a name for the publication in mind, or will naming be part of the project?

ANSWER: Naming will be part of the project, with recommendations sought from the contractor(s) after input gathering from stakeholders.

5. Question:

The firm will be responsible for content planning, design, and layout, as well as creation of the final file for publication in English and Spanish."

 - a. Do you have a translator, or will the agency need to provide translations?

ANSWER: Boulder County has translation providers with which we contract, so we anticipate taking care of this ourselves.

6. Question: "The firm may be responsible for some photography for the content pages and cover of the magazine."
 - a. Do you have a budget for a photo shoot, or is stock photography preferred?

ANSWER: Please provide estimates including some photography.

7. Question: "The firm will be responsible for offering an internal solution to keep the resource guide regularly updated and accurate."
 - a. Does this mean internally for the agency to update, or do you prefer coming up with a solution where Boulder County's staff will update?
 - If the agency, do we need to quote out redesigning and copy editing for the future, or is that separate from this budget scope?

ANSWER: We seek an internal solution that will allow Boulder County staff to update the magazine/resource guide once the contract work has ended.

8. Question: “The firm will create an online accessible version for screen readers and ensure that the online version is responsive for mobile devices.”
- Will the online version be PDF for download, or an actual landing page or website? **Potentially all of the above. We seek recommendations on this from the contractor(s) based on the need to reach the broadest possible audience with the information in the magazine/resource guide.**
 - Are you open to Adobe AEM? Or do you need someone who can develop the page out custom? Please expand on expectations and format for the online version. **We are looking for something like this: <https://online.flippingbook.com/view/1066551863/2/> (assuming it’s accessible) or Issue, along with a PDF for download.**

9. Question: Can you please confirm the page limit for the proposal?

ANSWER: There is no maximum length, however we ask submitters to keep proposal under 35 pages if possible, excluding examples.

10. Question: Can you please confirm how many case studies/work examples we can include?

ANSWER: Three examples please.

11. Question: Do you have a maximum budget allocated for this project to guide just how far we can go with design? There are various avenues for streamlining or going full-in that a budget would help solve so we can best provide what you’re looking for.

ANSWER: Not really.

12. Question: Do you need a description of our agency and capabilities or a stated understanding of scope? Or just the scope schedule and budget with case studies/references and requested documents/information?

ANSWER: Both would be ideal: a description of your agency and your capabilities *and* a stated understanding of the scope and how you would meet it (including schedule, budget, case studies, and requested documents/information).

Submittal Instructions:

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on August 16, 2023.**

Please note that email responses to this solicitation are limited to a maximum of 50MB capacity.

NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).

Electronic submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.

Email purchasing@bouldercounty.gov; identified as RFP # 7491-23 in the subject line.

All proposals must be received and time and date recorded at the purchasing email by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.



**RECEIPT OF LETTER
ACKNOWLEDGMENT**

August 4, 2023

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7491-23, County Publication and Resource Guide.

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to purchasing@bouldercounty.gov as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525.

This is also an acknowledgement that the vendor understands that **BIDS will only be accepted electronically by emailing purchasing@bouldercounty.gov.**

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

Signed by: _____ **Date:** _____

Name of Company _____

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